

## Comparison of Speech Acts in Trump and Biden Campaign Speeches

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### Abstract

This article aimed to compare the speech acts used by two prominent political figures, Donald Trump and Joe Biden, during their respective presidential campaigns in the United States. To do so, a qualitative content analysis approach was used to identify and compare the speech acts used by both candidates in their campaign speeches. The analysis included identifying various types of speech acts, such as declarative, representative, directive, expressive, and commissive. To this aim, the script of two famous political speeches by each Candidate were analyzed, i.e., “Make America Great Again” and “America First” by Trump and “We Are in a Battle for the Soul of This Nation” and “Build Back Better” by Biden. The model of the paper was Searle’s Theory of Speech Act (1969). The frequency of each category was counted and compared with other categories in order to find the most frequent types of speech acts in each political speech. The findings of the study showed that Trump frequently used assertive speech acts to assert his belief in his ability to prioritize American interests and his confidence in the potential of the American people. While Biden employed various speech acts in a relatively balanced manner, without one being significantly more frequent than the others. As a result, Biden's use of a range of speech acts created a multi-dimensional message that appealed to voters' emotions, sense of patriotism, and desire for positive change. As implications of the study, it should be mentioned that the study highlights the importance of understanding the role of speech acts in shaping public opinion and voter behavior. Political leaders must carefully consider the types of speech acts they use in their speeches, as they can have a significant impact on how their messages are received by the public.

**Keywords:** Speech Act, Campaign Speech, Trump, Biden, Searle’s Theory of Speech Act.

## 1. Introduction

Speech act theory aims to analyze the strategic role of language and the way communication works by placing language in the context of human action and researching the function and goals of human action through sentences. A consideration of language functions is necessary regardless of the topic of the speech act. Using various categorization systems, it is possible to describe and explain the many roles that articulations can carry out. According to Yule (1996:47), speech act is an utterance that performs an action. It means that an interlocutor has a context to affect the actions of a hearer by his utterances. In conversation, speakers not only produce utterances such as; incorporating grammatical structures and words but also perform actions through those utterances.

The fundamental tenet of Speech Act Theory is that language is primarily used for communication, and in order for this to occur, certain standards must be observed. The theory goes on to assert that communication may be classified according to its purposes, foundations, or causes. Each type of purpose or intention is referred to as a "speech act" in this case.

From functional point of view, language is used to perform actions in the society. Political speech is an important genre because they shape the future of a country. The way political people in a country use language and specifically speech act in their political speech is of great importance in the achieving their goals, for example, encouraging people into voting for them.

Studying these speech acts may help to unveil the hidden strategies and ideologies behind their speech as well as the relationships among political characters and the political climate in the country. Furthermore, investigation of types and frequencies of speech acts politicians use helps finding out the reasons in their success and failure.

While politicians use language in their campaigns in order to manipulate people into voting for them. The use of different types of speech acts with different frequencies may be influential in their success in encouraging people into voting for them.

The study of political discourse has been an area of interest for linguists and political scientists. Political speeches are a crucial tool for candidates to communicate their messages and persuade voters. However, little research has been done on the use of speech acts in political discourse, particularly in the context of presidential campaigns. As Austin (1962:6) notes, "Speech acts are not merely something that we do; they are what we do when we speak". Therefore, analyzing the types and frequency of speech acts used by political candidates can shed light on their rhetorical strategies and their effectiveness in mobilizing voters.

The study of political discourse is an important area of research because it offers insights into how political actors use language to communicate their messages and shape public opinion. One of the key components of political discourse is the use of speech acts, which are functional units of language that have the power to perform actions in the world. For example, a political candidate might use a declarative speech act to assert a fact, a directive speech act to issue a command or request, or an expressive speech act to convey their emotions or attitudes.

Despite the importance of speech acts in political discourse, little research has been done on their use in presidential campaigns. This is surprising given the central role that speeches play in campaigns and the potential impact that speech acts can have on voters. By analyzing the use of speech acts in the campaign speeches of Trump and Biden, this research aims to fill this gap in the literature and provide important insights into the rhetorical strategies of these candidates. The current article aims to address this gap in the literature by comparing the use of speech acts in the campaign speeches of Donald Trump and Joe Biden during the 2020 United States presidential election. While previous studies have examined various aspects of political discourse, such as the use of metaphors (Charteris-Black, 2014) or the construction of identities (Fairclough, 2000), few have focused specifically on speech acts. Therefore, the research is concerned with the types and frequencies of speech acts Trump and Biden have used in their campaigns.

By examining the types and frequency of speech acts used by Trump and Biden, the article will shed light on their rhetorical strategies and how they sought to mobilize voters. Additionally, by comparing the use of speech acts by the two candidates, it will identify important differences and similarities in their approaches to political discourse.

Generally speaking, this paper will contribute to a better understanding of the role of speech acts in political discourse and provide important insights into the rhetorical strategies of presidential candidates.

## 2. Literature review

When it comes to studying political speeches, Bloor and Bloor (2004:7) contend that linguistic (pragmatic) analysis of text provides a variety of practical uses in addition to advancing linguistic knowledge. “It can enable us to figure out why some writings are more efficient than some other writings in areas such as communication or persuasion. It can also help us comprehend the essence of propaganda, the effectiveness or failure of specific sorts of political speeches or how communication breakdowns might emerge”. The pragmatic analysis of political speeches is meant to unveil not only the intentions of political actors, but their world knowledge since their language is highly arranged to persuade and influence the electorate (Wiredu 1996, Bullok 2003,

Skoniecki and College 2004, Akinwotu 2013). Such language deserves a great attention because it impacts the socioeconomic development of countries.

Studies have focused on examining speech actions in "parasitic" forms since literary language may be examined for speech acts. Rozik (2000) used Ionesco's "Exit the King" to do study on speech act metaphor in theater. The different speaking actions can be explored by metaphorically presenting the king to a deity, a king, an ordinary family guy, an animal, and a kid. The book "Tess of d'Urberville" has a variety of speech actions that Nishimura (2005) has encountered. Via their words, the characters carry out deeds. For instance, even though Parson Tringham's character merely wishes to state a truth, he is forced to make an announcement when he declares that Tess's family is the real d'Urberville.

Garcia (2008) aims to demonstrate in the field of poetry that, despite the fact that poets do not use language in a "regular and conventional" manner, certain aspects in some poems, especially love poems, might enable the use of illocutionary actions in the realm of imagination. In love poems, the persona "you" and the presence of the pronoun "I" that conveys purpose to the addressee, as well as the speaker's assertion and a desire for the beloved's attention, can all result in the execution of an illocutionary act. I imagine myself and ask you to perceive of a world in which," Levinson indicated in his suggestion that every poem begin with a deleted performative, as cited by Leech (1998: 88).

Perelman (1980) also examines "Beowulf" by using the range of speech act theory. Perelman uses examples to show how the speaker's actions and his standing in society are related. For example, speakers in the poetry could make a request if they had the legal authority to compel the hearers to carry out the requested action. Also, the king's act of expression in the poem occurs when he expresses gratitude to God.

Schooler (2004) selects poems by Chaucer and applies speech act theory to explore the components of prayer. The student understands that prayer words by themselves do not perform the acts; rather, other circumstances such as intention, context, and posture may reflect the meaning and affect the actions.

Supawattana (2004) looks into Thai-language translations of Japanese comic novels within the context of cartoons. She analyzes the words said by characters to determine what actions they take to influence the listeners. It is determined that the invitation, affirmation, order, request, representation, and instructive actions are those that are performed the most frequently.

Suetrong (2007) also looks at the techniques employed in the lyrics of the Beatles' love songs, focusing on the requestive speech actions. He claims that flattery, wants, arguments, promises, and threats are some of the request-making tactics used in the songs. As was already indicated, many academics still utilize speech act theory to analyze literary works, despite Austin's opposition to the notion.

When Jalali and Sadeghi (2017) looked at how characters' gender and how they used speech acts in Asadi Tusi's Garshasp-nama, they discovered that each gender uses a different set of speech acts and that there is gender disparity in this literary work.

In Nahj al-Balagha, Fazaeli (2010) examined the frequency of various speech actions and examined the speech acts from a religious and political standpoint. By examining various speaking behaviors, Pahlevan-nejad (2009) examined the emotional connection between the reader and Imam Reza Ziarat Book.

After conducting a thorough analysis of the available literature, it has become evident that there is a lack of comprehensive research on the speech acts employed in political speeches by both Joe Biden and Donald Trump. This gap in knowledge represents an opportunity for further investigation and exploration, and as such, this article has been designed to address this issue and provide a more complete understanding of the ways in which these two politicians use language to communicate their political messages. By undertaking this research, there would be hope to add to the body of knowledge on this topic and contribute to a more nuanced and informed understanding of the role of language in political discourse.

### 3. Theoretical framework

The model of the article is Searle's Theory of Speech Act (1969).

Searle classifies speech acts into the following categories:

**Representatives:** According to Mey (1993), these statements represent reality or the current situation. Speakers' intent while acting as representatives is to formally declare their commitment to the propositional truth of what they are saying. The speaker attempts to make "the words match the world," to borrow Searle's term, by describing how something is in the world (1969:3). For instance, they appear in claims, assertions, statements, and proposals. These could be accurate or inaccurate. For instance:

1. The weather is cool today.
2. I live in California.
3. Bananas are nutritional.
4. The sky is cloudy; It may rain soon.

These instances are assertions of facts, claims or hypotheses which can be proved true or false.

**Commissives:** These actions, to varied degrees, bind the speaker to a certain course of conduct in the future. These actions impose responsibilities on the speaker, much like Austin's class of the same name. These might take the shape of vows, threats, offers, and promises. They are employed in sentences like:

5. If you do that again you will be killed.
6. We'll visit the beach if tomorrow is a nice day.



7. Would you like to accompany me to the movie?

8. If it's the last thing I do, I'll ace that test.

**Directives:** These speaking acts are designed to persuade the audience to do something. They include directives, appeals, challenges, invitations, dares, and so on, as in:

9. Please join us on Friday for dinner.

10. Please don't storm into my room.

11. May I use your trailer to haul the tiles I purchased from CTM?

12. I challenge you to enter the field where the bull is present.

**Expressives:** They are spoken acts that reveal the speaker's psychological state of mind or attitude towards a previous deed or current circumstance. They can be found in greetings, excuses, congratulations, condolences, and thanks. Below are some examples of the sentences:

13. Wow! That speech was excellent.

14. Oh no, I'm very sorry that happened.

15. I'm very happy to have met you. John has mentioned you quite a bit.

16. Thank you for the offer; I genuinely appreciate it.

**Declaratives:** These are the statements that actually result in the situation they describe. They appear as blessings, christenings, marriages, firings, and other ceremonial events. Declaratives are frequently shared inside a social group and depend on the speaker receiving approval from the community, institution, committee, or even just one individual within the group to carry out such activities under certain conditions. The act is considered successful if the predetermined requirements are satisfied.

17. You have a job!

18. I declare this theme park to be open.

19. I hereby adjourn this committee.

20. May the Lord aboundingly prosper you and your loved ones.

Regarding the notion of performatives or declaratives, Searle (1977: 37) further adds that they “bring about certain changes in the status or situation of the addressed object or objects solely by virtue of the fact that the statement has been properly executed”.

In order to commit certain illocutionary acts, several circumstances must be present, according to Searle's theory. He decides to follow Rawls (1955), who distinguished between "regulative rules" and "constitutive rules" in language use. The first sort governs already-existing activities, like traffic laws (which drivers must be aware of before using a public road), while the second kind establishes the activity itself, like game rules. This prompts Searle to assert that favourable circumstances are jointly formative of the various illocutionary acts rather than merely being dimensions on which

statements can be incorrect. Then, Searle (1969: 54–71) methodically describes the ideal circumstances for several illocutionary behaviours.

In order to compare various speech acts, Searle's approach of stating these conditions serves to illustrate a form of grid. He further alters his conditions by classifying them according to how important they are in differentiating speech acts, demonstrating four conditions that govern such activities: propositional substance, preparation, sincerity, and essential conditions.

#### 4. Research questions

This article tries to answer the following questions:

- 1- What are the most frequent types of speech acts used by president Trump in his campaign speeches?
- 2- What are the most frequent types of speech acts used by President Biden in his campaign speeches?
- 3- What are the differences between the frequencies of the speech acts used by Trump and Biden?

#### 5. Methodology

This research is a non-experimental descriptive-comparative corpus-based content analysis. Descriptive design is used to classify the information, identify its frequency of occurrence, and characterize what is present. In order to explore the usage of various speech acts by President Biden and Ex-President Trump in their presidential campaign speeches, the current paper adopts a descriptive methodology.

##### a. Data collection

The data under investigation in this research is collected from transcripts of speeches made by both candidates during their respective campaigns. These are obtained from a variety of sources, including news outlets, campaign websites, and official government archives. Since it was not possible to do this research on all of their presidential campaign speeches, this study has selected two speeches for each president, as the sample of the study. The speeches selected from Trump campaign includes two famous campaign speeches delivered by Donald Trump during his presidential campaign.

##### b. Data analysis

After data collection stage, the texts of the speeches are studied to find the speech acts by the political figures. Furthermore, the speech acts are analyzed in relation to their context and the role of the characters who use the speech acts in order to find out about the functions of each category of speech acts. The frequency of each category is counted and compared with other categories in order to find the most frequent types of speech acts in each political speech, based on Searle's Theory of speech act (1969) which includes the following categories: declarative, representative, expressive, directives and commissive. The reasons for this high frequency are then mentioned and discussed in chapter five of this thesis.

## 6. Results and discussion

### 6.1. Speech acts used by president Trump

Here are some examples of speech acts used by Donald Trump in his political speeches under the "Make America Great Again" and "America First", along with brief explanations of each:

"I think we're going to win big" - Assertive: Trump used this assertive speech act to express his belief that he would win the election. Assertives are speech acts that convey the speaker's belief or judgment about a particular situation or event.

"Nobody knows more about trade than me" - Assertive: Trump used this assertive speech act to assert his expertise and knowledge in the area of trade. Through this Assertive speech acts tries to manipulate the speaker's belief or judgment about his abilities and skills.

"We will never apologize for protecting the American people and putting America first" - Assertive: Trump used this assertive speech act to assert his commitment to prioritizing American interests above all else. Through this Assertive speech act he presents himself as someone very determined and strong.

"Vote for me" - Directive: Trump used this directive speech act to encourage his audience to vote for him. Directives are speech acts that attempt to get the listener to do something.

"Don't let anyone tell you it can't be done" - Directive: Trump used this directive speech act to encourage his audience to believe in themselves and their ability to achieve their goals.

"We will make America great again" - Commissive: Trump used this commissive speech act to commit to making America great again if he were elected. Commissives are speech acts that commit the speaker to a future course of action.

Expressive: "I love this country and I will fight for it" - Trump used this expressive speech act to convey his deep feelings of love for the country and his determination to fight for it. Expressives are speech acts that convey the speaker's feelings or emotions about a situation.



"I am officially running for president of the United States" - Declaratives: Trump used this declarative speech act to announce his candidacy for president. Declaratives are speech acts that bring about a change in the world by the mere act of making the statement.

"Buy American and hire American" - Directive: Trump used this directive speech act to encourage American businesses to prioritize American-made products and American workers. Directives are speech acts that attempt to get the listener to do something.

"From this day forward, it's going to be only America first" - Declarative: Trump used this declarative speech act to announce his intention to prioritize American interests above all others. Declaratives are speech acts that bring about a change in the world by the mere act of making the statement.

"We are in a battle for the soul of this nation" - Declarative: Biden used this declarative speech act to frame the election as a critical moment for the future of the country. Through this Declarative speech act, he declares a war against democrats.

"We will stop the drugs from pouring into our country and poisoning our youth" Commissive: - Trump used this commissive speech act to commit to stopping drugs from entering the country if he were elected. Commissive speech acts are speech acts that commit the speaker to a future course of action.

"I will be a president for all Americans" - Commissive: Biden used this commissive speech act to commit to representing all Americans, regardless of their political affiliations. Commissive speech acts commit the speaker to a future course of action.

"I love the people of this country" - Expressive: Trump used this expressive speech act to convey his deep feelings of love for the American people. Expressive speech acts convey the speaker's feelings or emotions about a situation.

Based on the analysis of Donald Trump's speeches under the theme of "Make America Great Again," it appears that Trump uses assertive speech acts more frequently than other types of speech acts. In these speeches, Trump often asserts his belief in his ability to bring about positive change and his confidence in the potential of the American people. He also uses directives to encourage his supporters to take action, commissives to commit to specific policy goals, expressives to convey his emotions and feelings about the state of the country, and declaratives to make bold statements about his vision for the future. However, the use of assertives is particularly notable in Trump's speech style, as it helps to create a sense of conviction and urgency around his message, while also appealing to his supporters' sense of national pride and desire for a strong leader.

Trump's use of speech acts in his "America First" speeches helped to create a sense of nationalism and a focus on American interests, while also appealing to voters' emotions and sense of pride in their country. Based on my analysis of Donald Trump's

speeches under the theme of "America First," it appears that Trump uses assertive speech acts more frequently than other types of speech acts. In these speeches, Trump often asserts his belief in his ability to prioritize American interests and his confidence in the potential of the American people. He also uses directives to encourage American businesses and individuals to prioritize American-made products and workers, commissives to commit to specific policy goals, expressives to convey his emotions and feelings about the state of the country, and declaratives to make bold statements about his vision for the future. However, the use of assertives is particularly notable in Trump's speech style, as it helps to create a sense of conviction and urgency around his message, while also appealing to his supporters' sense of nationalism and desire for a strong leader who puts America first.

## 6.2. Speech acts used by president Biden

In what follows some examples of the speech acts used by Biden are discussed.

"I am running to restore the soul of America" - Assertive: Biden used this assertive speech act to assert his belief that he could bring about positive change and restore the soul of America. In the sentence "I am running to restore the soul of America," Joe Biden has used an assertive speech act to assert a fact or make a claim. Specifically, he is asserting that his goal in running for president is to restore the soul of America. The use of the word "am" in this sentence is significant because it implies a strong sense of conviction and certainty. By using this assertive speech act, Biden is making a clear and direct statement about his intentions and goals as a candidate. The phrase "restore the soul of America" further emphasizes Biden's assertion, as it implies that something has been lost or damaged and needs to be recovered. By using this assertive speech act, Biden is attempting to persuade his audience that he has a clear vision for the future and the leadership qualities necessary to achieve it. Overall, the use of an assertive speech act in this sentence is an effective rhetorical strategy as it can help to establish credibility and inspire confidence in the speaker's message. By making a clear statement of his intentions and goals, Biden is attempting to connect with his audience and persuade them to support his candidacy.

"We can and we will build back better than ever before" - Assertive: Biden used this assertive speech act to assert his belief that the country could recover from the challenges it faced and emerge stronger.

"We must come together as a nation" - Directive: Biden used this directive speech act to encourage Americans to unite and work together towards a common goal. Through directive speech acts he attempt to get the listener to do something.

"Let's make America respected around the world again" - Directive: Biden used this directive speech act to encourage Americans to work towards a common goal of

restoring America's standing on the world stage. In the sentence "Let's make America respected around the world again," Joe Biden has used a directive speech act to issue a command or request to his audience. Specifically, he is urging his listeners to take action to help restore America's reputation and standing in the world.

The use of the word "let's" in this sentence is significant because it implies that Biden is including himself in the request and is calling for collective action. This can be an effective rhetorical strategy as it can help to create a sense of shared responsibility and commitment among the audience.

Additionally, the phrase "make America respected around the world again" is a directive in itself, as it implies a desired course of action. By using this directive speech act, Biden is attempting to persuade his audience to share in his vision and take action to help achieve it.

Overall, the use of a directive speech act in this sentence is an effective rhetorical strategy as it can help to mobilize the audience and inspire them to take action to achieve a shared goal.

"I will be a president for all Americans" - Commissive: Biden used this commissive speech act to commit to representing all Americans, regardless of their political affiliations. Commissive speech acts commit the speaker to a future course of action. In the sentence "I will be a president for all Americans," Joe Biden has used a commissive speech act to make a promise or commitment to his audience. Specifically, he is pledging to serve as a president for all Americans, regardless of their political affiliation, race, or background.

The use of the word "will" in this sentence is significant because it implies a future action and a commitment to follow through on that action. By using this commissive speech act, Biden is making a promise to his audience and taking responsibility for his future actions as president.

The phrase "for all Americans" further emphasizes Biden's commitment to inclusivity and unity, as he is pledging to serve the interests of all Americans, not just a select few.

Overall, the use of a commissive speech act in this sentence is an effective rhetorical strategy as it can help to build trust and credibility with the audience. By making a promise and taking responsibility for his future actions, Biden is demonstrating his commitment to serving as a president for all Americans and inspiring confidence in his leadership abilities.

"I will be a president who seeks not to divide, but to unify" - Commissive: Biden used this commissive speech act to commit to bringing Americans together and bridging the divides in the country.

“We can be better than what we've been” - Expressive: Biden used this expressive speech act to convey his belief in the potential of the American people to do better and be better.

“I see a different America” - Expressive: Biden used this expressive speech act to convey his vision of a more united and just America. In the sentence "I see a different America," Joe Biden has used an expressive speech act to convey his vision of the future and his emotional attachment to it. Expressive speech acts are used to express the speaker's attitudes, feelings, or emotions, and in this case, Biden is expressing his optimism and hope for a better future for America.

The use of the word "see" in this sentence is particularly significant. It suggests that Biden has a clear and vivid mental image of his vision for America, and he is sharing it with his audience. The word "different" further emphasizes that Biden's vision diverges from the current state of affairs, and he is expressing his desire for change.

Overall, by using an expressive speech act in this sentence, Biden is not only conveying information but also expressing his emotions and attitudes towards his vision for America. This can be an effective rhetorical strategy in political discourse, as it can help to connect with the audience and inspire them to share in the speaker's vision.

“We will not allow any president to quiet our voice” - Declarative: Biden used this declarative speech act to declare a battle against Trump and mentions the importance of free speech and the right to protest. Declaratives are speech acts that bring about a change in the world by the mere act of making the statement.

“We're not just going to rebuild what has worked in the past. We're going to build back better” - Declarative: Biden used this declarative speech act to announce his intention to go beyond simply restoring the status quo and to create a better future for the country.

Based on the analysis of Joe Biden's speeches under the theme of "Build Back Better," it appears that Biden uses the assertive speech act more frequently than other types of speech acts. In these speeches, Biden often asserts his belief in the resilience and potential of the American people, and his confidence in the country's ability to recover from the challenges it faces. This use of assertives helps to create a sense of conviction and urgency around his message, while also appealing to voters' sense of hope and optimism for the future.

Moreover, based on the analysis of Joe Biden's speeches under the theme of "We Are in a Battle for the Soul of This Nation," it appears that Biden uses a variety of speech acts fairly evenly, without one type being significantly more frequent than the others. In these speeches, Biden uses assertives to express his confidence in the American people and his belief in their ability to come together and overcome the challenges facing the country. He also uses directives to encourage Americans to work towards common goals, commissives to commit to representing all Americans, expressives to convey his

emotions and feelings about the state of the country, and declaratives to frame the election as a critical moment for the future of the country. Overall, Biden's use of a variety of speech acts helps to create a multifaceted message that appeals to voters' emotions, sense of patriotism, and desire for positive change.

### 6.3. differences between the frequencies of the speech acts used by Trump and Biden in their campaign political speech. the differences between the frequencies of the speech

Data analysis showed that Trump tends to use assertive speech acts more frequently than other types of speech acts in his political speeches, while Biden uses a variety of speech acts more evenly. About Trumps frequency of speech acts, the assertive speech acts have the highest frequencies in comparison to other types of speech acts.

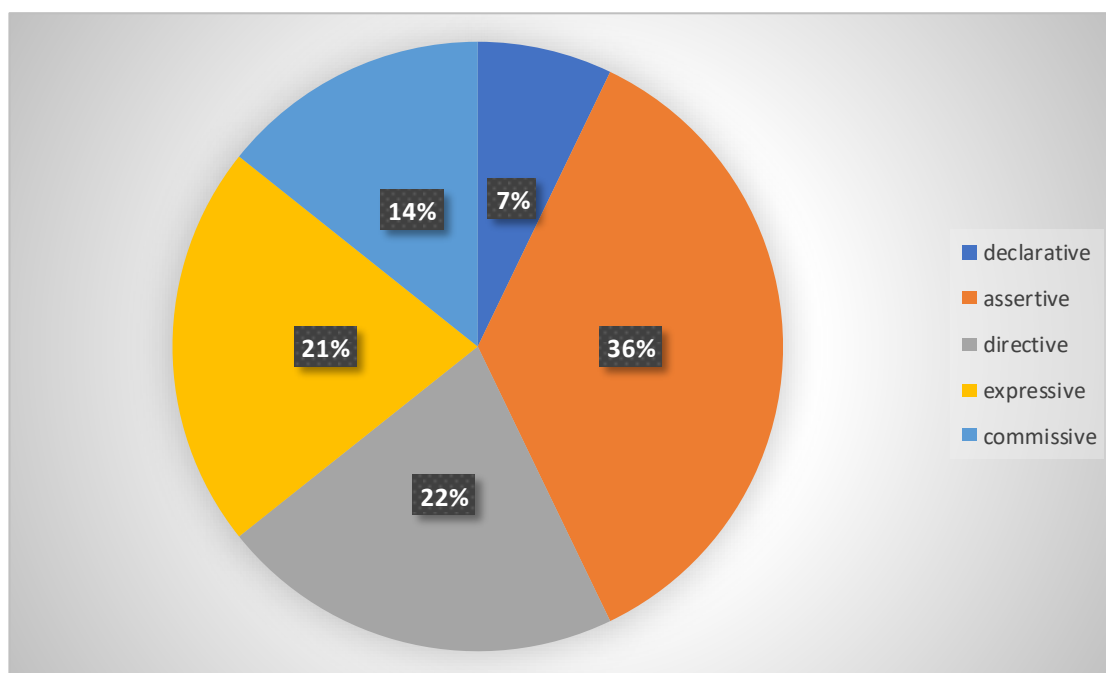


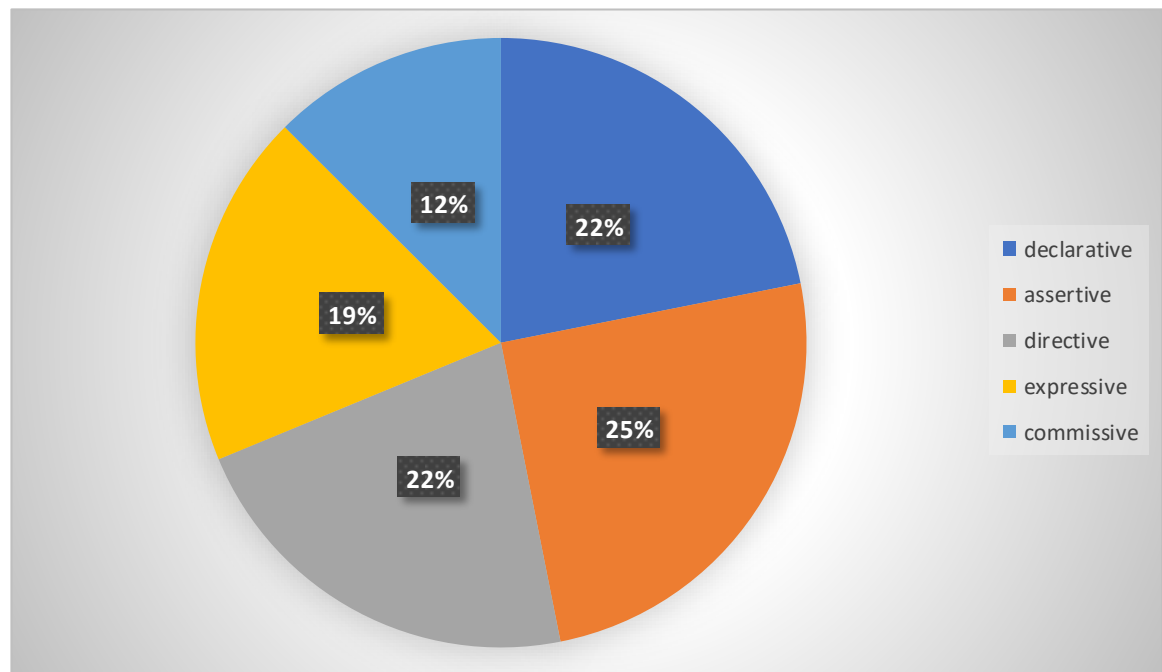
Figure 1: Frequencies of Speech Acts by Trump

As this figure shows, assertive speech acts make 36 % of all frequencies in Trump speeches and then directives are in the second place with 22% and after that, expressive speech act has occupied the third place in the chart with the percentage of 21%.



Therefore, directives speech acts have the highest frequency. This indicates that Trump is more self-confident and even in his speeches, he behaves like a boss. In Trump's speeches under the themes of "Make America Great Again" and "America First," he frequently uses assertives to convey his confidence in his ability to bring about positive change and his belief in the potential of the American people. He also uses directives to motivate his supporters to take action and commissives to commit to specific policy goals. Trump's speech style tends to be more forceful and based on the appeal to his supporters' sense of national pride and desire for a strong leader.

In figure 2, the frequency of speech acts is illustrated. The difference between the uses of speech act and their frequencies in this figure are not significant.



*figure 2: Frequencies of Speech Acts by Joe Biden*

Figure 2 shows that Biden's use of speech act is not leaning toward one type and in contrast, Biden's speeches under the themes of "We Are in a Battle for the Soul of This Nation" and "Build Back Better" use a variety of speech acts more evenly, including assertives, directives, commissives, expressives, and declaratives. Biden's speech style tends to be more inclusive and focused on bringing Americans together to work towards common goals. In this figure assertive speech acts have the frequency of 25% and then directive and declarative speech act both have 22 % frequency.

In the following figure, the difference between the frequencies of speech acts in Trump and Biden speeches are illustrated. In this figure, the frequency of each speech act is compared with its counterpart with the other presidential candidate.

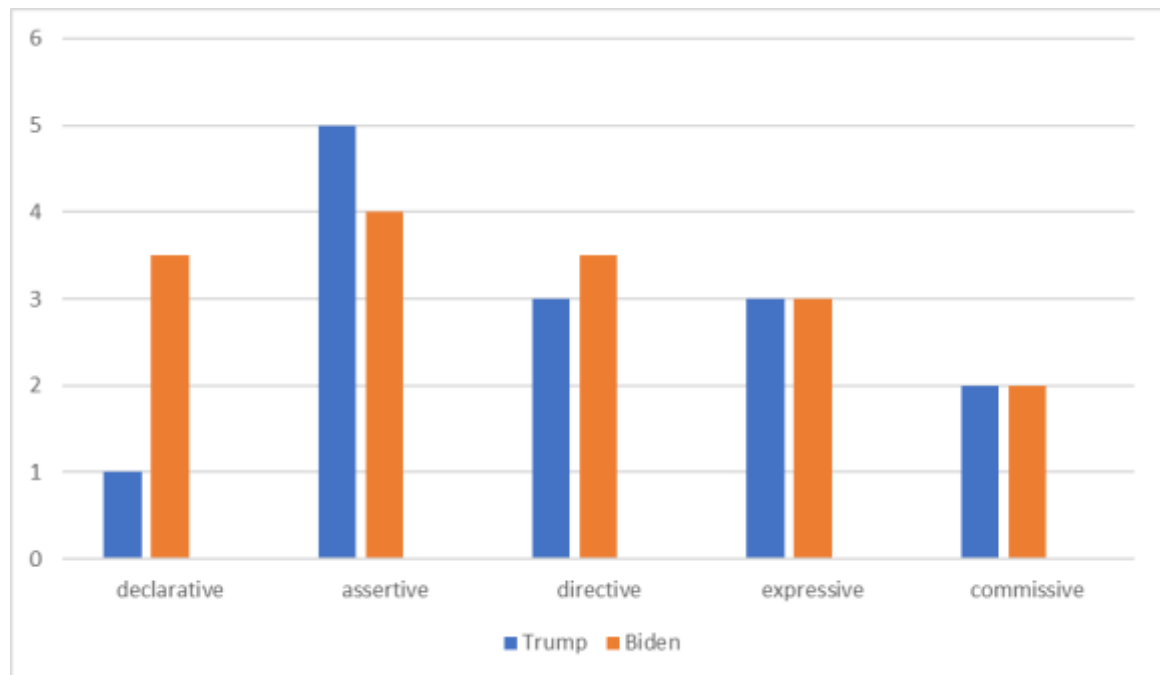


Figure 3: Comparison between frequency of speech acts by the two candidates

As illustrated, the most significant difference in the frequency of speech acts is illustrated in the declarative speech act. Trump has used more declarative speech acts than Biden. On the other hand, Trumps has used more assertive speech acts than Biden. While Biden has used different types of speech acts evenly, Trump has focused on assertive speech acts.

Therefore, the main difference between Trump and Biden's use of speech acts is the frequency and emphasis on assertives in Trump's speeches, which are less frequently used by Biden.

In other word, Trump's speeches tend to be more assertive in tone, with a focus on his own abilities and his confidence in the American people to achieve greatness. This reflects his leadership style, which is characterized by a strong and forceful approach to problem-solving. By using assertives, Trump aims to create a sense of urgency and inspire his supporters to take action.

In contrast, Biden's speeches tend to be more varied in their use of speech acts, with a focus on unity and collaboration. Biden uses a mix of speech acts to convey his vision for the future and his commitment to representing all Americans, regardless of

their political beliefs. By using a variety of speech acts, Biden aims to appeal to a wide audience and create a sense of inclusivity and empathy.

Another important difference between Trump and Biden's use of speech acts is the way they appeal to their supporters' emotions. Trump frequently uses expressives, such as conveying his emotions and feelings about the state of the country, to appeal to his supporters' sense of nationalism and desire for a strong leader. In contrast, Biden uses declaratives to frame the election as a critical moment for the future of the nation and to inspire hope and optimism among his supporters.

Overall, the differences in Trump and Biden's use of speech acts reflect their distinct leadership styles and the ways in which they seek to appeal to their supporters' emotions and values.

## 7. Conclusion

This article comparing the speech acts used by Donald Trump and Joe Biden in their presidential campaigns has several implications for political communication and leadership. Firstly, the research highlights the importance of understanding the role of speech acts in shaping public opinion and voter behavior. Political leaders must carefully consider the types of speech acts they use in their speeches, as they can have a significant impact on how their messages are received by the public.

Secondly, the paper suggests that political leadership styles can be characterized by the types of speech acts used by leaders. Trump's frequent use of assertives and expressives reflects a leadership style that is forceful and based on appealing to his supporters' sense of nationalism and desire for a strong leader. In contrast, Biden's more balanced use of speech acts reflects a leadership style that is inclusive and focused on bringing Americans together to work towards common goals. These findings suggest that speech acts can be a useful tool for assessing political leadership styles and understanding the ways in which leaders communicate with their constituents.

Last but not least, the article has implications for political campaigns and the strategies used by political candidates. It suggests that political candidates must carefully consider the types of speech acts they use in their campaigns and how they can be used to appeal to different segments of the voting population. For example, Trump's frequent use of assertives and expressives may have resonated with his base of supporters, who were looking for a strong and confident leader. In contrast, Biden's more inclusive and balanced use of speech acts may have appealed to a broader range of voters and helped to create a sense of unity and collaboration in his campaign. Overall, the article highlights the importance of understanding the role of speech acts in political communication and the ways in which they can be used to shape public opinion and political leadership.

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